

FINAL
Examination Paper

(COVER PAGE)

Session : August 2019

Programme : Diploma In Mass Communication (DMCN)

Course : COM2110: News Writing

Date of Examination : 8 December, 2019 (Sunday)

Time : 2.00pm – 4.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided.

SECTION B: Answer any **TWO (2)** questions in the answer booklet provided.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Murali Arumugam and Tan Kwang Shean

Moderator : Dr Akmar Hayati Binti Ahmad

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2110: NEWS WRITING
FINAL EXAMINATION: AUGUST 2019 SESSION

Instructions: This paper consist of **TWO (2) SECTIONS**. Answer **THREE (3)** questions in **SECTION A** and **TWO (2)** questions in **SECTION B**. All questions carry equal marks.

Section A

Instruction: This section consists of **FIVE (5)** questions. Answer any **THREE (3)** questions in the answer booklet provided. **(60 marks)**

Question 1

- (a) There are **NINE (9)** common interview pitfalls. List and briefly explain any **SEVEN (7)** of them. (14 marks)
- (b) There are several steps in writing news leads. Identify **THREE (3)** steps in writing an effective news leads. (6 marks)

(Total: 20 marks)

Question 2

Define each term with suitable example.

- (a) Consequence
(b) On the record
(c) Proximity
(d) Human Interest
(e) Off the record
(f) Attribution
(g) Direct quotation
(h) Partial quotation
(i) Neutral questions
(j) Leading questions

(20 marks)

Question 3

The goal of the inverted pyramid story structure is to present information in descending order of importance. Briefly explain any **FIVE (5)** checklist that is needed to be considered in an inverted pyramid.

(20 marks)

Question 4

Quotation is the most commonly used form of attribution. Explain any **FIVE (5)** mistakes to avoid when using quotations.

(20 marks)

Question 5

“Feature writing is a form of journalism, as it informs, explains, enlightens, entertains and hold accountable of what has happened” (Bedford and St Martin’s, 2016).

(a) Explain any **SEVEN (7)** types of feature articles with relevant examples.

(14 marks)

(b) Identify **THREE (3)** tips of being a good feature writer.

(6 marks)

(Total: 20 marks)

Section B

Instruction: This section consists of **FOUR (4)** questions Answer **TWO (2)** questions in the booklet provided. **(40 marks)**

Question 1

There are numerous techniques to open an interview. List and briefly explain the **TEN (10)** opening techniques.

(20 marks)

Question 2

“WANTED IMMEDIATELY; A football (soccer) coach for 23 eight- to eleven-year-olds who want to compete in the Milo Junior Kuala Lumpur League. Ask for Hassan Leong, 03-56291234, or leave a message.”

You're attached with the KL City Times local newspaper. Your editor shows you this classified advertisement and suggests you call Hassan Leong and try to develop a story. You call to Hassan's home phone number to arrange for an interview. Puan Yasmin calls Hassan to the phone. He is 11 years old, and he tells you, “We can't play in the Milo Junior Kuala Lumpur League when the league starts on August 15th unless we have a coach. This is a requirement from the organisers. We need a coach. We have a team; there are 23 of us, 8 to 11 years old. We are all ready. Except for a coach. We have been practicing anyway. No one has the time. We asked around but the people we asked were too busy to coach us.”

You ask Hassan, “What's the best reason someone should coach your team?” He answers, ‘Because we need a coach and we are all school team players representing the district zone, so we're quite good. If we are registered in the league, we should be able to finish in the top five.’ The name of the team is Kita Juara Football Club.

Write around 350 words **feature article** for the KL City Times.

(20 marks)

Question 3

The vast majority of hard news is written in inverted pyramid style. Give the definition and explain why this style is popular in hard news writing?

(20 marks)

Question 4

This is a set of an official police statement given by the Kuala Lumpur Police Chief recently. Write an inverted pyramid news story of 400 words from the following set of facts.

- On 14th September, 5.41 a.m, fire-fighters received a call regarding a fire outbreak at Pusat Tahfiz Darul Quran Ittifaqiyah.
- 5.44 a.m fire-fighters arrived at the said location and at 6.45 a.m the fire was successfully put off. Twenty one students found dead, aged from 6 to 17 years old.
- Two wardens, aged 25 and 26 are dead too. Seven are injured. Body is charred beyond recognition.
- Three DIV methods were used for body identification which is identification through finger prints, dental records and DNA before body is given to their own family.
- On 15 September, all bodies were laid to rest. Investigation was conducted on arson treachery. A detailed investigation was conducted with the help of the neighbours who shared their CCTV recordings.
- Resulting to seven arrests, aged 11 to 18 years old, in between of 6.00 p.m and 2.00 a.m today.
- Six of those arrested were tested drug positive. Seven of them are under remand for a week starting from today.
- It is believed the motive behind the incident started from a quarrel between those remanded and the tahfiz students.
- Suspects brought two gas cylinders and an amount of petrol as arson aids.
(Source: myMetro, Harian Metro. September 17, 2017)

(20 marks)

-THE END-

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